

## CLAIMS.

We claim:

1. Method for providing Pay-TV services, comprising the steps of:
  - making available an offering to at least a subscriber location, the potential subscriber being enabled to select and purchase events among said offering made by a services provider,
  - attaching a price information to each of the events offered by the provider,
  - allocating a credit limit to the subscriber upon initial subscription,
  - storing information on services purchases made by the subscriber, such storing including the step of increasing a debit counter thus defining a remaining value,
  - initiating a communication for conveying said information to the service provider by an electronic return channel at a time defined by the remaining value or timing criteria,
  - issuing a bill to the subscriber at a time of billing, wherein the time of billing is made dependent on a plurality of conditions involving in particular the subscriber's rate of consumption of TV services.
2. A method according to claim 1, wherein the communication is initiated when the remaining value is lower than a threshold value.
3. A method according to claim 2, wherein the threshold value is defined so as to allow the subscriber to purchase the most expensive event.
4. A method according to claim 3, wherein the debit counter is reset when a successful communication with the service provider has taken place.
5. A method according to claim 3, wherein at the initial subscription a credit counter is set to the credit limit and, when a successful

communication with the service provider has taken place, the credit counter is incremented by the credit limit if the remaining value has reached the threshold value.

6. A method according to claim 1, wherein an electronic program guide displayed on his TV set helps the subscriber make his selections, and the service provider has the capacity of not billing the subscriber for the events he has selected but not watched, and of only billing partly the events that were not watched in full.

7. A method according to claim 1, wherein it further comprises a parental control on the events the children of the household may watch or not within the offering, said parental control featuring a credit limit per viewer.